



NEW YORK . RICHMOND

PHILIP MORRIS

INCORPORATED

PHONE: AREA CODE 212 • 679-1800

Circular No. 324

GUM AND CONFECTIONS DIVISION

May 29, 1968

100 PARK AVENUE, NEW YORK, N. Y. 10017

To Our Customers:

We are pleased to announce a new promotion on CLARK'S gum. During the period June 3 - June 28, 1968, you have the opportunity to take advantage of our profit producing--

2-4-6-8 PROGRESSIVE ALLOWANCE

PRODUCT:

Clark's Teaberry Gum - Regular 20 Count and Six Pack
Clark's Cinnamint Gum - Regular 20 Count and Six Pack
Clark's Fruit Punch Gum - Regular 20 Count and Six Pack
Clark's Peppermint Gum - Regular 20 Count and Six Pack

In those areas where it is available, Clark's Tendermint Gum may be substituted for Clark's Peppermint Gum to become the fourth flavor. Our 2-4-6-8 Progressive Allowance is limited to four flavors.

TERRITORY:

National

PROMOTIONAL PERIOD:

Orders received June 3, 1968 through June 28, 1968 for immediate shipment.

OFFER:

No minimum purchase is required. We will pay 2¢ per box allowance on one flavor; an additional 2¢ per box (on all boxes) for each additional flavor ordered will be deducted from our regular price of \$.60 per box.

For our Take-Home 6-pack customers, we will pay 12¢ per carton allowance on one flavor; an additional 12¢ per carton (on all cartons) for each additional flavor ordered will be deducted from our regular price of \$3.60 per carton.

PAYMENT:

Off invoice

PACKINGS:

20 count box/60 box case -- Teaberry and Cinnamint
20 count box/30 box case -- Fruit Punch and Peppermint

Six-pack -- 20 Take-Home 6-packs/carton
10 cartons/case

TERMS:

2% - 15 days

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Here is an offer you cannot pass up. Our 2-4-6-8 Progressive Allowance gives you the chance to save up to \$4.80 per 60 box case of 20 count or 10 carton Take-Home 6-packs. Make sure you order enough.

All orders subject to acceptance by our New York and/or Richmond Office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

CLARK GUM

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